

@jxnico

Charging More for Your Expertise

Day 1: Expert Positioning and building proof

Jason Liu, Dec 11th, 2024



Agenda

Course introduction

Day 1 overview

Lead generation

Intermission: positioning & marketing

The fundamental questions that drive your free content strategy

Make sure your writing captures the Value Equation

Copywriting 101: AIDA

Deep dive: Implementation

Office hours

Who am I?

Jason Liu



Data scientist

- Graph and content analysis to identify cyber crime
- “RAG apps to fight internet evil”



STITCH FIX Staff MLE

- Creation of robust recommendation framework and observability tools, handing 350M+ recommendations per week.
- In 2017–2018, implemented vision, multimodal search, and VAE–GANs (boosting revenue by \$50M+)
- Oversaw a \$400k budget for data curation
- Implemented upstream search systems for similar items, complementary items, outfits, curated collections

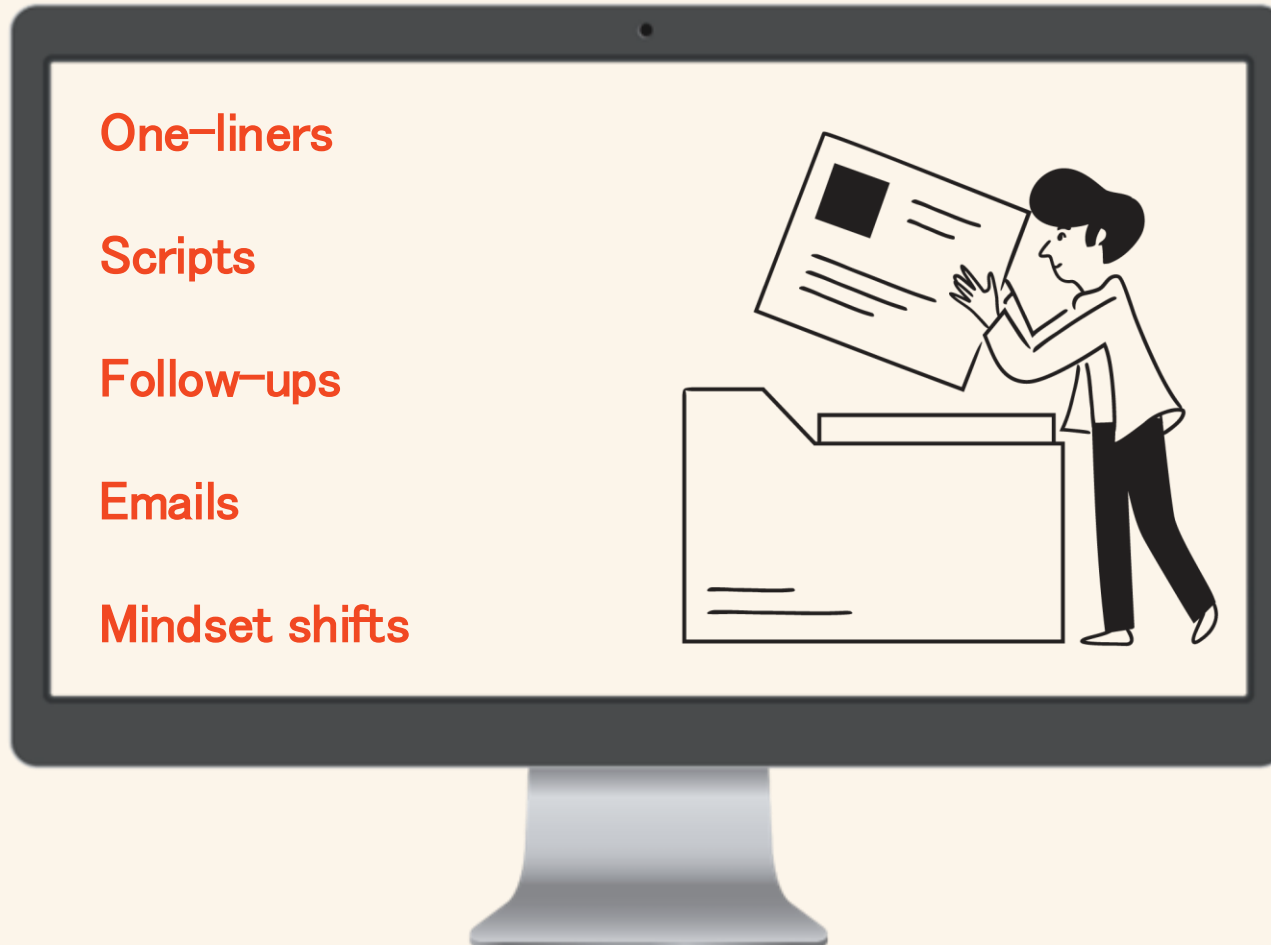
Applied AI Consultant

- Strategic consulting to solve problems related to RAG, query understanding, prompt engineering, embedding finetuning, MLOps observability
- Work with leading companies on AI products such as [Limitless AI](#), [Sandbar](#), [Raycast](#), [Tensorlake](#), [Dunbar](#), [Bytebot](#), [Naro](#), [Trunk Tools](#), [New Computer](#), [Kay.ai](#), [Modal Labs](#), [Pydantic](#), and [Weights & Biases](#).

Some of my clients

Client	Description	Contact	Industry
Zapier	Automates workflows by connecting apps and services	VP of Product	Automation
HubSpot	CRM and marketing automation platform	GM	Sales & Marketing
Enterpret	AI-powered customer feedback analysis	CTO	Analytics
Tensorlake	AI-native Data Lake / Extraction	CEO	Data
Limitless AI	AI-powered personal memory assistant	CTO	AI
Trunk Tools	AI for construction workforce productivity	VP Eng	Construction
Naro	Contextual content delivery for customer interactions	CTO	Sales & Marketing
New Computer	AI-powered software development tools	CEO	Developer Tools

Don't just take notes. Create a swipe file and “steal” my phrases to repeat



- What's at stake?
- Why now?
- What do you think is the ROI?
- What are you willing to invest to make that more likely to happen?
- What would we be celebrating a year from now?
- Price yourself like an airline
- Give your customers a reason to pay you more
- Have accountability for ultimate success

Course schedule

Day 1

Frameworks and tools to write in a scalable to generate leads, build proof, and help sales.

Day 3

Sales and writing proposals that demonstrate understanding and giving them options to pay you more money

Day 2

The mindset shift required to go from hourly to value based pricing.

Course exercises and outcomes

Class activities (1 hr)

Day 1

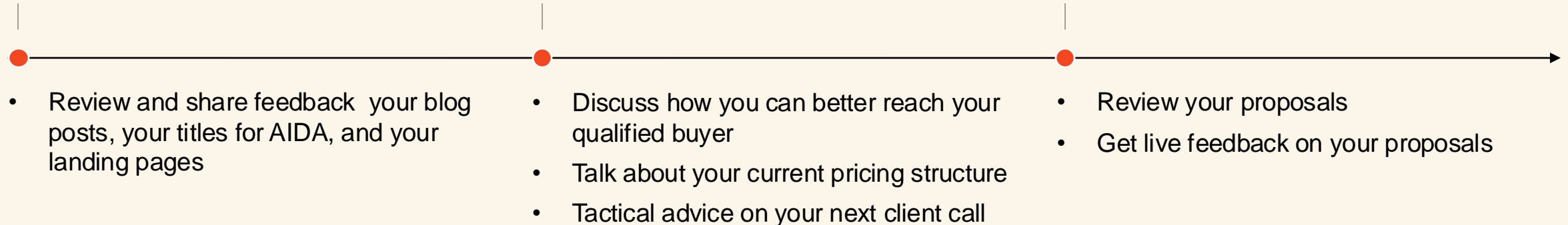
- Exercises on copywriting and AIDA
- Review blog posts
- Set writing goals
- Tips on growing your audience and overview of AI tools to scale business

Day 2

- How to tailor your services to the qualified buyer
- How I approach pricing discussions (incl. best phrases to use)
- How I changed my mind: think about value

Day 3

- Look at proposals I've written
- Review my biggest mistakes
- How I ask right questions for the situational assessment



Office hours activities (1 hr)

[@jxnico](#)

LearnIndieConsulting.com

Course goals

- Change your mindset
- Help figure out your positioning
- Refine your proposals
- Make more money
- Meet people who are doing similar work to build community



What does success look like

If you ever meet me at a party or on the street you won't introduce me as:



I want to hear:





If I successfully do that,
then this course is “free”

That’s also ultimately how
I want your clients to feel.

Agenda

Course introduction

Day 1 overview

Lead generation

Intermission: positioning & marketing

The fundamental questions that drive your free content strategy

Make sure your writing captures the Value Equation

Copywriting 101: AIDA

Deep dive: Implementation

Office hours



The easiest way of getting clients is simply by being famous.



Sales will feel incredibly easy

“In every room where there are two people, it’s a privilege for one to be speaking to the other”

I hope that one day you will be able to have a conversation like this

After a year of investing into content

Hey Jason,

The team and I have been following your writing for the past six or seven months. It's helped us get to a place where we've been able to launch our prototype, but we still need a lot of help reaching the last mile.

Oh, have you checked out this blog post and that blog post?



I hope that one day you will be able to have a conversation like this

After a year of investing into content



Hey Jason,

The team and I have been following your writing for the past six or seven months. It's helped us get to a place where we've been able to launch our prototype, but we still need a lot of help reaching the last mile.

Oh, have you checked out this blog post and that blog post?

Yes, we have actually. We would really just love to understand how we could work together.

Could you tell me a little bit about what's at stake and why now?



I hope that one day you will be able to have a conversation like this

After a year of investing into content



Hey Jason,

The team and I have been following your writing for the past six or seven months. It's helped us get to a place where we've been able to launch our prototype, but we still need a lot of help reaching the last mile.

Oh, have you checked out this blog post and that blog post?

Yes, we have actually. We would really just love to understand how we could work together.

Could you tell me a little bit about what's at stake and why now?

We're at a point where, if we can confidently launch this to a bunch of users and get to \$4–5M ARR, we can start spinning up marketing and really knock it out of the park. If we can do that, we'll be able to raise a Series A before the year ends. We saw that the minimum engagement is \$100,000 for five month, and I think we're completely comfortable with that if it works out.



Your next thought may be:

“That’s easy for you to say!

- You have 30,000 Twitter followers
- You have tens of thousands of readers of your blog
- You made the library instructor

March 2023



- I started on Twitter with 500 followers

Jan 2024



- I started my blog

- Very few people come through the instructor pipeline
- I’ve only had my blog for 11 months



There's two things you must learn today:

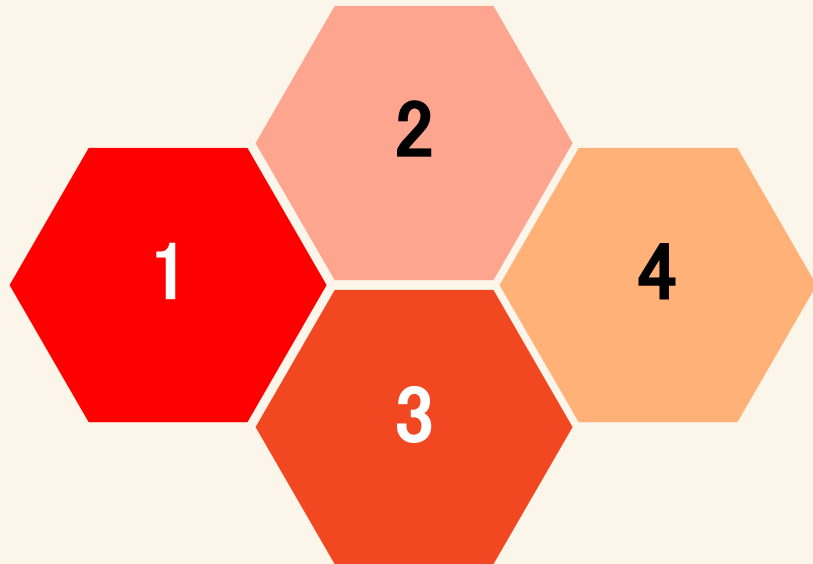
1

There is a **formula** to writing good content that converts.

2

To grow an audience, you must **systematically figure out** what kind of content to write.

Additionally, by the time we finish this session, I want you to set up 4 things



- 1 Set up Circleback or any meeting apps
- 2 Set up a Claude project and get familiar with the tooling (we'll review during office hours)
- 3 Set up Cal.com and setup a link to book calls
- 4 A blog page using something like mkdocs material, with a landing page for your services.

Agenda

Course introduction

Day 1 overview

Lead generation

Why I emphasize free content to generate leads

Intermission: positioning & marketing

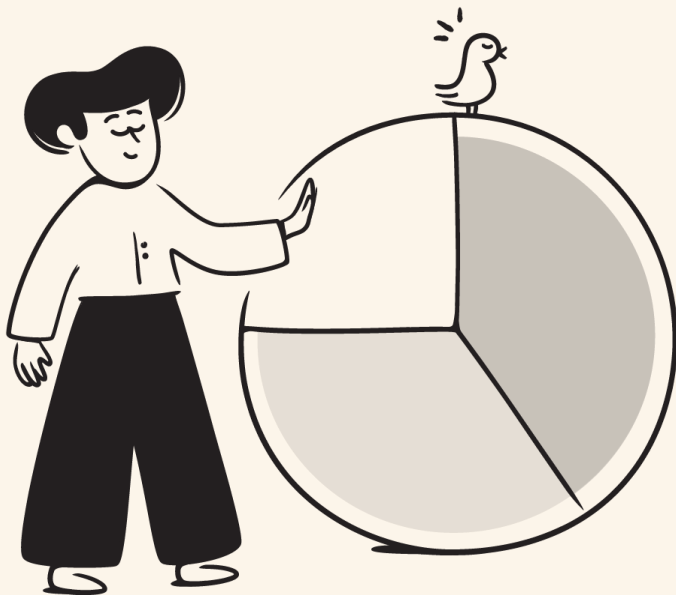
The fundamental questions that drive your free content strategy

Make sure your writing captures the Value Equation

Copywriting 101: AIDA

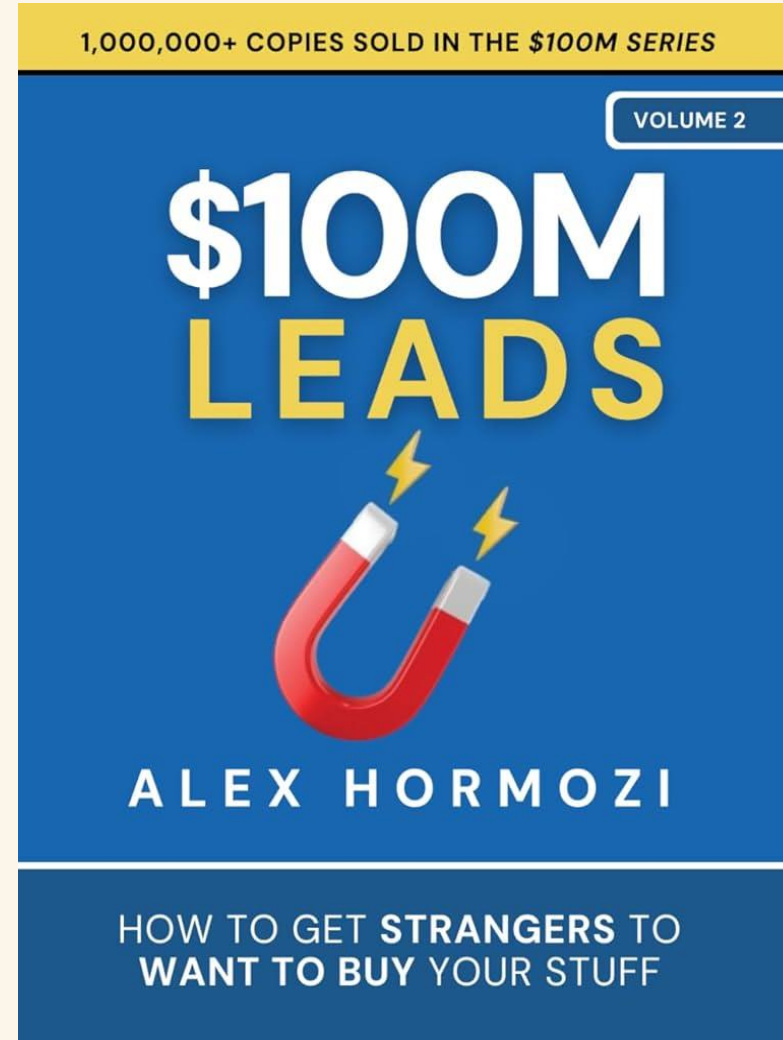
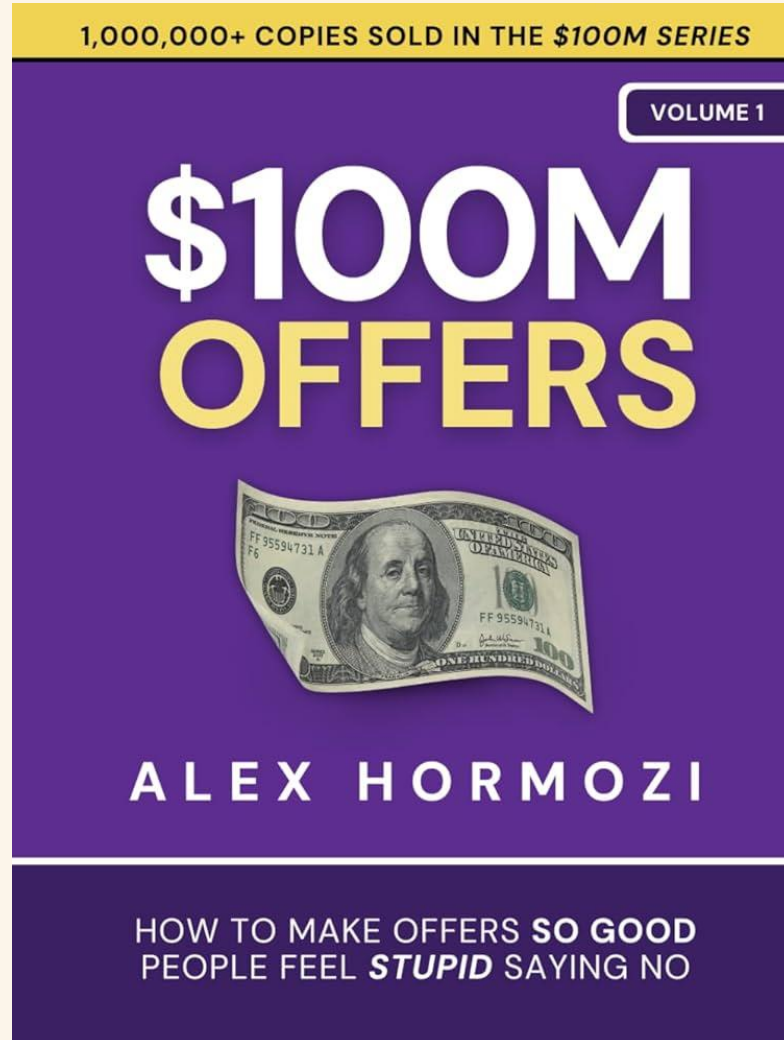
Deep dive: Implementation

Office hours



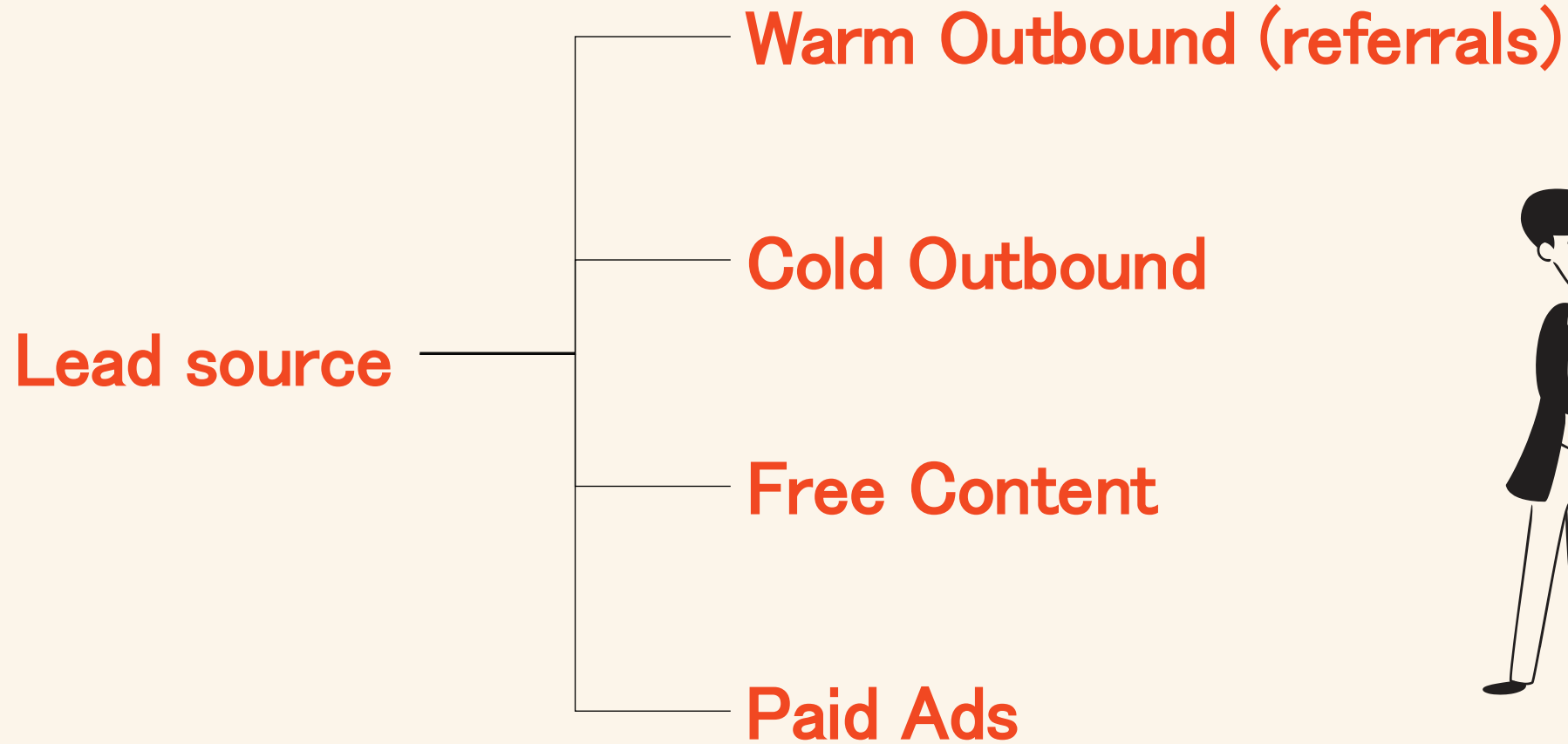
In the surveys everyone submitted, the number one issue people had was getting leads.

If you want to get serious about generating leads, read these two books

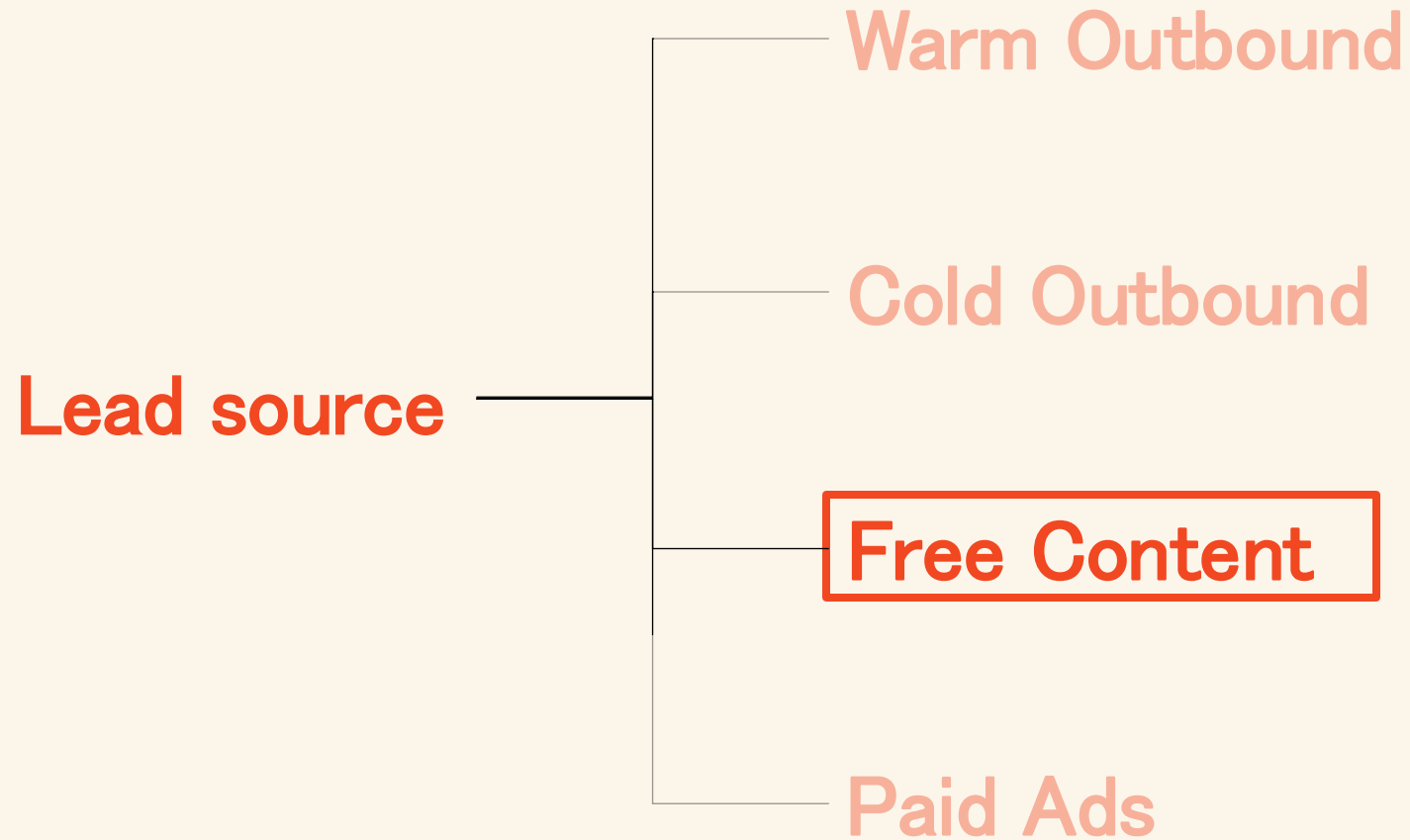


There's only 4 ways to get customers that are in your control

You'll typically use a mix of warm and cold outbound strategies.



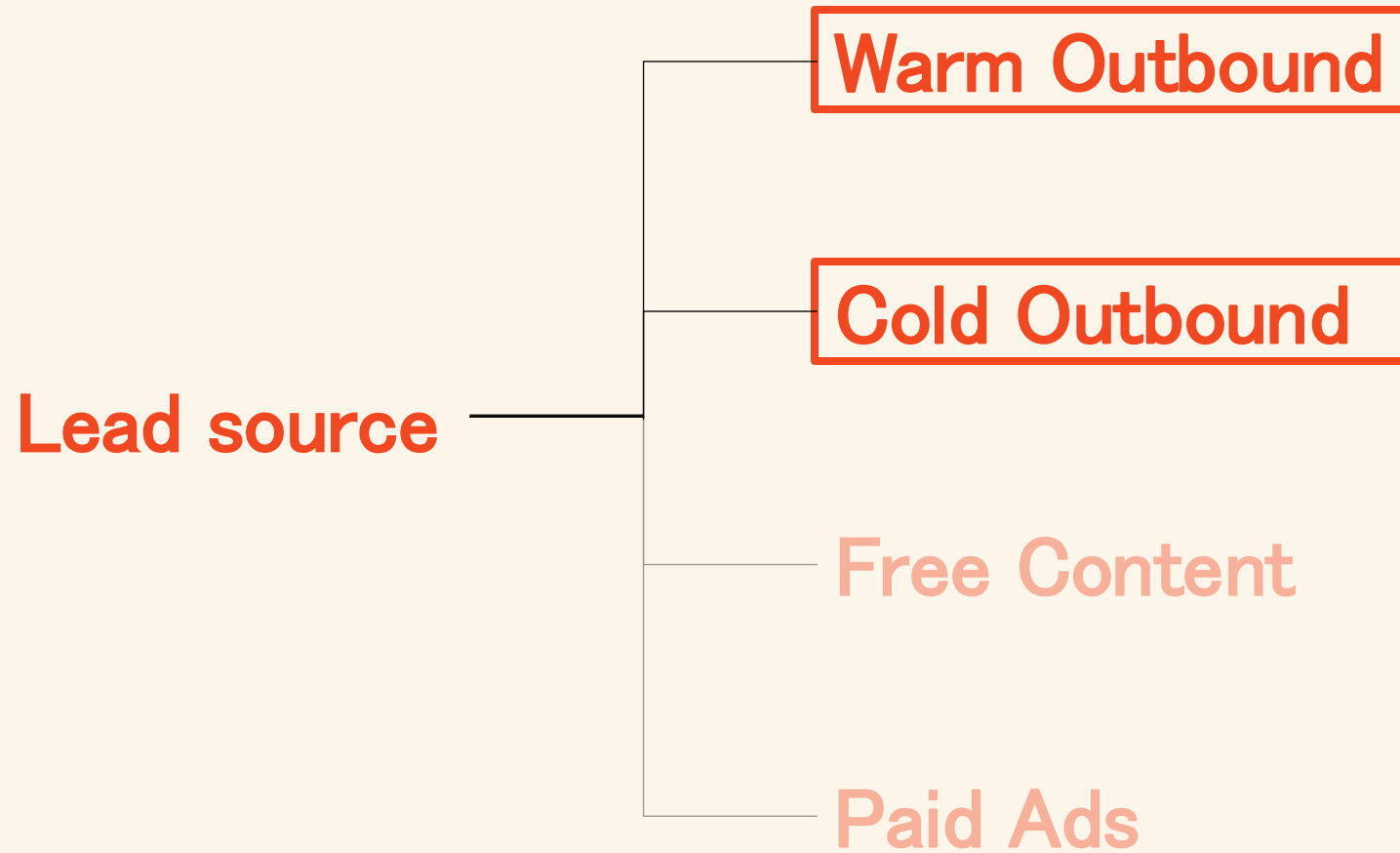
Today, let's focus on free content



It doesn't make sense to invest in paid ads in the near term.

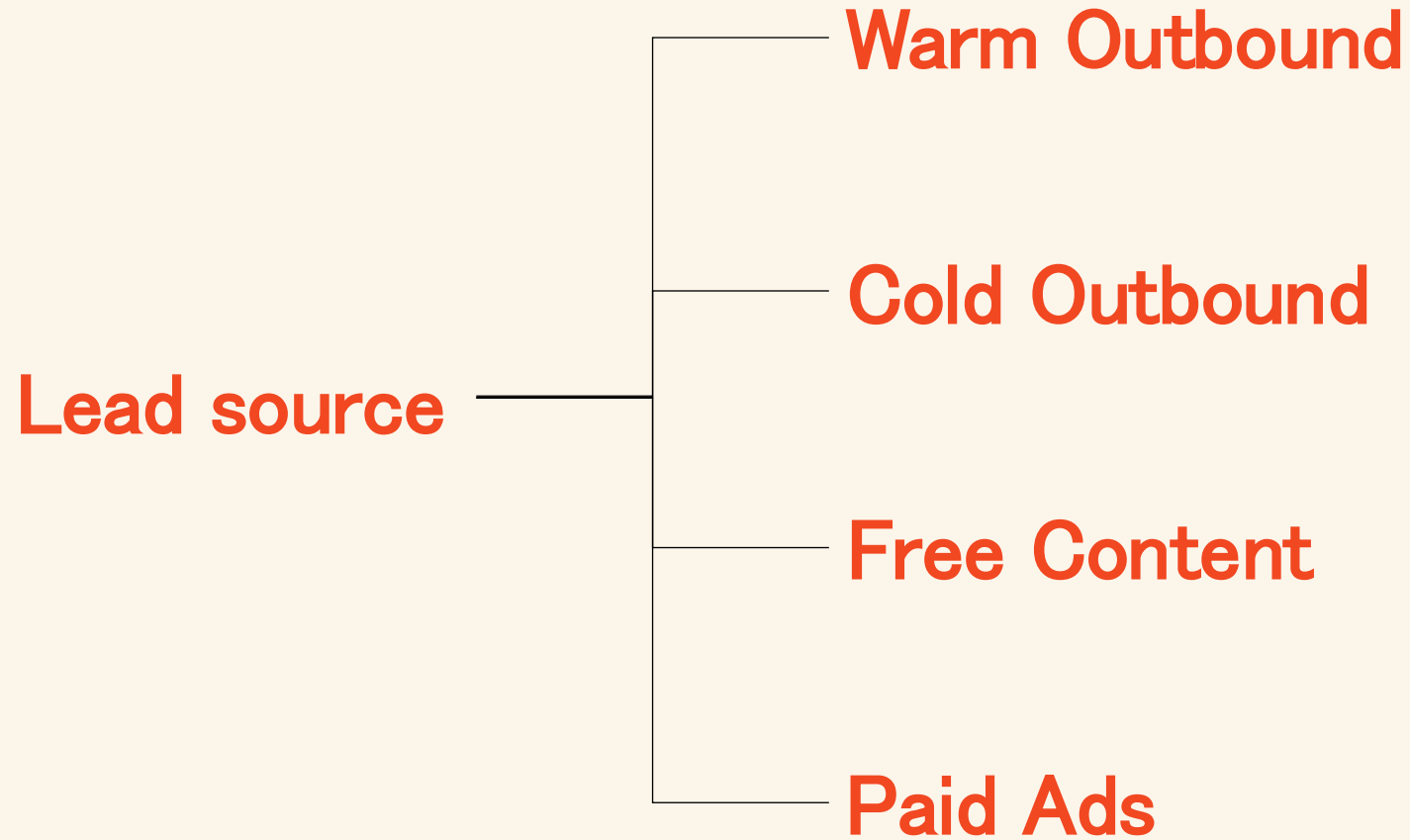
I might do it now with my course or my newsletter, but free content will be the **organic, scalable option** that you can invest time in instead of money.

If you want to talk about warm outbound and cold outbound, we can during office hours



Both assume you know who your customer is and that you already have existing customers.

The fundamental thing you to understand in all these new customer channels:
You need to know what you are offering and why



Agenda

Course introduction

Day 1 overview

Lead generation

Why I emphasize free content to generate leads

Intermission: positioning & marketing

The fundamental questions that drive your free content strategy

Make sure your writing captures the Value Equation

Copywriting 101: AIDA

Deep dive: Implementation

Office hours

Free content is the best way to scale distribution.

It can help you:

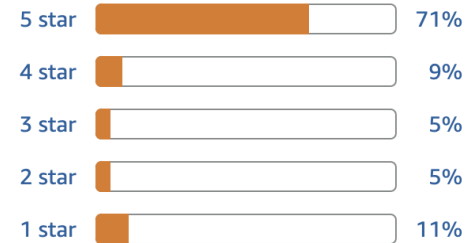
- 1 Build an audience on LinkedIn or Twitter
- 2 Generate proof to share material during calls.
- 3 Act as case studies and references for future clients

The truth remains that proof is essential

Customer reviews

★★★★☆ 4.2 out of 5

580 global ratings



How customer reviews and ratings work ▾

Top Pro **Excellent 4.9** ★★★★★ (39)
74 hires on Thumbtack
Serves Portland, OR
Responds in about **4 hours**

However, for knowledge work,
content is what truly shines.

Fundamentally, you are crafting
knowledge work

Another important and valuable aspect of writing is posting on socials

By doing this, you quickly iterate on the feedback you receive, allowing you to:

- 1** Understand which issues resonate with your audience.
- 2** Invest in content that aligns with these insights.
- 3** Identify customer pain points and direct efforts toward those areas.



Twitter



LinkedIn

Another important and valuable aspect of writing is posting on socials

By doing this, you quickly iterate on the feedback you receive, allowing you to:

- 1** Understand which issues resonate with your audience.
- 2** Invest in content that aligns with these insights.
- 3** Identify customer pain points and direct efforts toward those areas.

I test out all of my writing on socials

Step 1: Share on Twitter/LinkedIn:

- Short ideas
- Hooks and titles (for emails/blogs)
- Share questions I answered on expert calls

Step 2: Double down on content that hits for blog posts



Content serves as both proof and practice.

It offers practice in sales and positioning while acting as a sensor that indicates what the market desires.

Agenda

Course introduction

Day 1 overview

Lead generation

Intermission: positioning & marketing

The fundamental questions that drive your free content strategy

Make sure your writing captures the Value Equation

Copywriting 101: AIDA

Deep dive: Implementation

Office hours



Let's have a small intermission and talk a little bit more about positioning and marketing.

The best marketing worksheet

Allan Dib's one-page marketing plan: <https://successwise.com/>

@jxnico

My 1-Page Marketing Plan

Before (Prospect)	 1. My Target Market <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	 2. My Message To My Target Market <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	 3. The Media I Will Use To Reach My Target Market <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	 4. My Lead Capture System <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	 5. My Lead Nurturing System <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	 6. My Sales Conversion Strategy <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
	 7. How I Deliver A World Class Experience <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	 8. How I Increase Customer Lifetime Value <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	 9. How I Orchestrate And Stimulate Referrals <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

The market – who are you selling to

My 1-Page Marketing Plan

Before (Prospect)



1. My Target Market

The message – how clearly can you elucidate the pain point they're facing

My 1-Page Marketing Plan

Before (Prospect)



1. My Target Market



2. My Message To My Target Market

The media – how can I get in front of prospects without having to compete with a thousand other clones?

My 1-Page Marketing Plan

Before (Prospect)



1. My Target Market



2. My Message To My Target Market



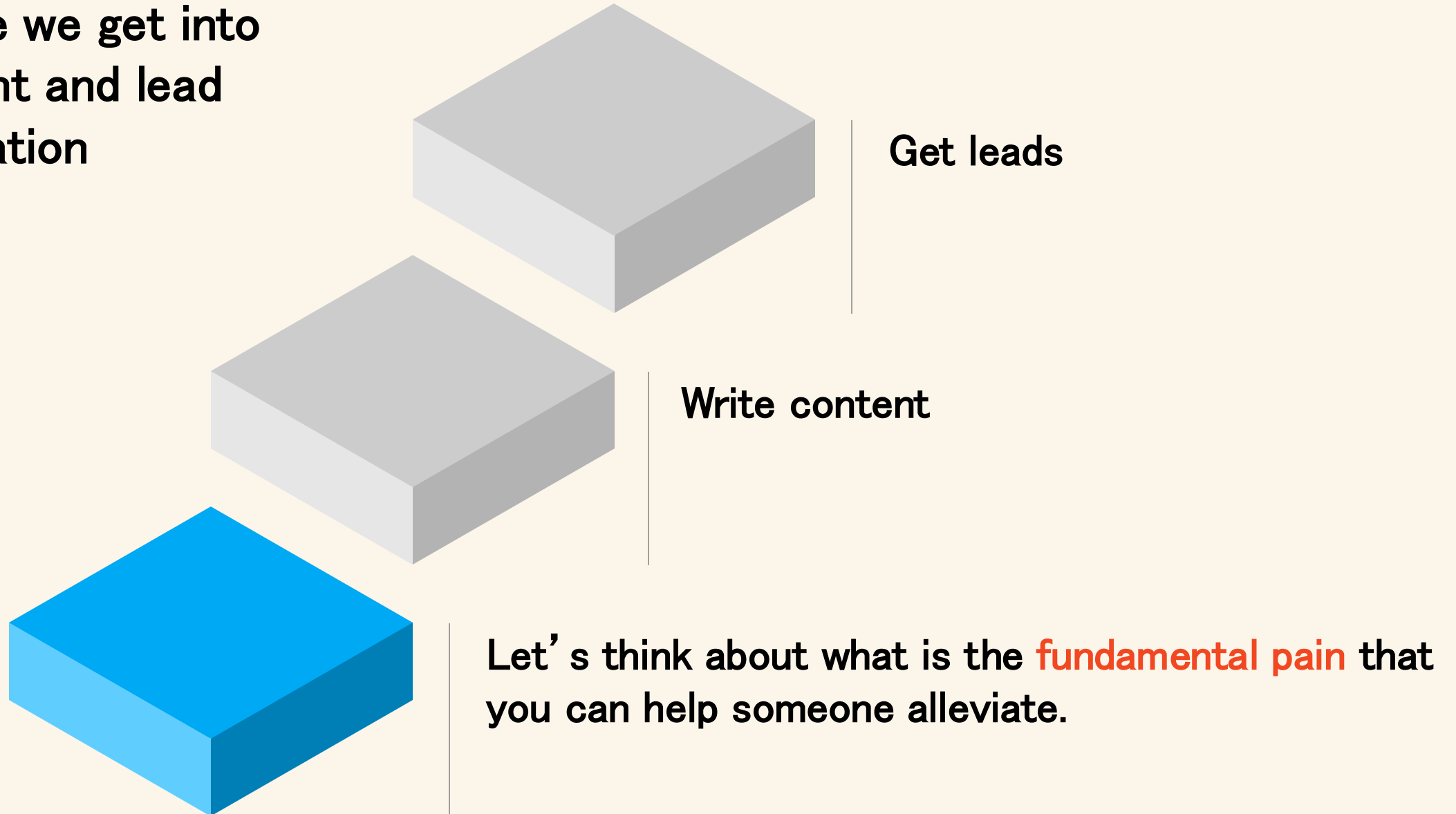
3. The Media I Will Use To Reach My Target Market

@jxnico

LearnIndieConsulting.com

37

Before we get into
content and lead
generation



For example, if you want to make the most money selling hot dogs...

One person: I will figure out how to make the bun as cheaply as possible or optimize the assembly line for cooking.



FIND HUNGRY PEOPLE



- Couple leaving a concert at 2am
- At the finish line of a marathon





While you think about writing and practicing writing as proof, you also want to think about **what to write about**.

The market, the message, and the media will all determine **how you write**.

Instructor example

My 1-Page Marketing Plan

Before (Prospect)



1. My Target Market



2. My Message To My Target Market

While VC-backed infrastructure tools are going to get more complex over time, "Instructor" is a single tool that does one thing well.




Because I'm not VC-backed, you can trust that this will be maintained, and I'm not going to try to monetize this tool you use.



3. The Media I Will Use To Reach My Target Market

Instructor example

My 1-Page Marketing Plan

Before (Prospect)	 1. My Target Market <div><div>My market was developers</div></div>	 2. My Message To My Target Market <div><div><p><i>While VC-backed infrastructure tools are going to get more complex over time, "Instructor" is a single tool that does one thing well.</i></p><p><i>Because I'm not VC-backed, you can trust that this will be maintained, and I'm not going to try to monetize this tool you use.</i></p></div></div>	 3. The Media I Will Use To Reach My Target Market <div><div><div>Obviously Twitter</div><div>That's where the developers were; they definitely weren't on LinkedIn.</div></div></div>
-------------------	---	--	--

AI Consulting example

My 1-Page Marketing Plan

Before (Prospect)



1. My Target Market



2. My Message To My Target Market

It is often not the tools that make your systems better, but better processes.

Through my consulting practice, I have found a playbook that has worked across all of them.



As long as you're a company that has already deployed something, there are ways to systematically improve your applications.



3. The Media I Will Use To Reach My Target Market


AI Consulting example

My 1-Page Marketing Plan

Before (Prospect)	 1. My Target Market <i>Audience was Engineering Leaders or Investors whos portcho has already shipped prototypes</i>	 2. My Message To My Target Market <i>It is often not the tools that make your systems better, but better processes.</i> <i>Through my consulting practice, I have found a playbook that has worked across all of them.</i> <i>As long as you're a company that has already deployed something, there are ways to systematically improve your applications.</i>	 3. The Media I Will Use To Reach My Target Market <i>Twitter was the best choice.</i> <i>However, linked in has more VPs where as Twitter have more Founders</i>

Now it's your turn. Fill out this form and let's review yours in slack or during office hours

My 1-Page Marketing Plan

Before (Prospect)	 1. My Target Market	 2. My Message To My Target Market	 3. The Media I Will Use To Reach My Target Market

Agenda

Course introduction

Day 1 overview

Lead generation

Intermission: positioning & marketing

The fundamental questions that drive your free content strategy

Make sure your writing captures the Value Equation

Copywriting 101: AIDA

Deep dive: Implementation

Office hours

Write down in your notes:

**What is the dream
outcome?**



**What is the pain I'm
alleviating?**

This framework, or way of thinking, will not change whether it's applied to services, products, SaaS, or anything else.

What is the dream outcome?



What is the pain I'm alleviating?

Your ability to get paid is based on three variables:

The revenue gained

The costs reduced

The emotional contribution

The dream is the emotional contribution of revenue
Pain is the emotional contribution of cost





All this conversation on pain, cost, dream, revenue, and emotional contribution really becomes a conversation around **value creation**.

In days two and three, we're going to be talking about **value capture and being compensated for that value**.

Agenda

Course introduction

Day 1 overview

Lead generation

Intermission: positioning & marketing

The fundamental questions that drive your free content strategy

Make sure your writing captures the Value Equation

ABCD of good content

Titles, hooks, and rewards

Copywriting 101: AIDA

Deep dive: Implementation

Office hours

How a consultant maximizes value through the value equation

Source: Alex Hormozi

$$\text{Value} = \frac{\text{Dream outcome} \times \text{Probability of success}}{\text{Time} \times \text{Effort}}$$

The Value Equation: Exercise example

Increasing value

1. I am a trainer
2. Get your dream body.
3. Get your dream body in 6 weeks.
4. Get your dream body in 6 weeks without changing your diet.
5. Get your dream body in 6 weeks without changing your diet.
 - a. (“Here are my before and after pictures”)
 - b. (“I am Chris Hemsworth’s personal trainer”)

Go one step further and ask:

What’s at stake?

- It’s my wedding
- The wedding is 150k



Next question:

On your landing page, do you talk about yourself first?



On your landing page, do you discuss the problems you can help people solve, the pain, or the offer?

Common mistake

Landing page as a resume

A resume is proof, but it's conditioned on a job description because the employer already has a pain point and something they're trying to address.

Landing page as services

Ultimately serves as the job description first and then the resume, not just the resume.

Low to no credentials → “how I do X” → gain credentials → “how you can do X”



“Okay, Jason, you’ve shown me the value equation and given me some examples of what an offer could look like.

How does this help me write better content?”

Next question:

Do you know who your
audience is?



Do you know their pains?

Agenda

Course introduction

Day 1 overview

Lead generation

Intermission: positioning & marketing

The fundamental questions that drive your free content strategy

Make sure your writing captures the Value Equation

ABCD of good content

Titles, hooks, and rewards

Copywriting 101: AIDA

Deep dive: Implementation

Office hours

Whenever you're writing – a how-to guide, a technical blog post, or answering a question you've answered many times consider a couple of things:

A

Focus on
outcomes not just
inputs

B

Demonstrate your
value and ability to
be an **oracle**

Input vs Outputs

Inputs

Tools and resources

Weights in a gym

How I built a caching layer

I conducted 5 interview

Outcomes

Results

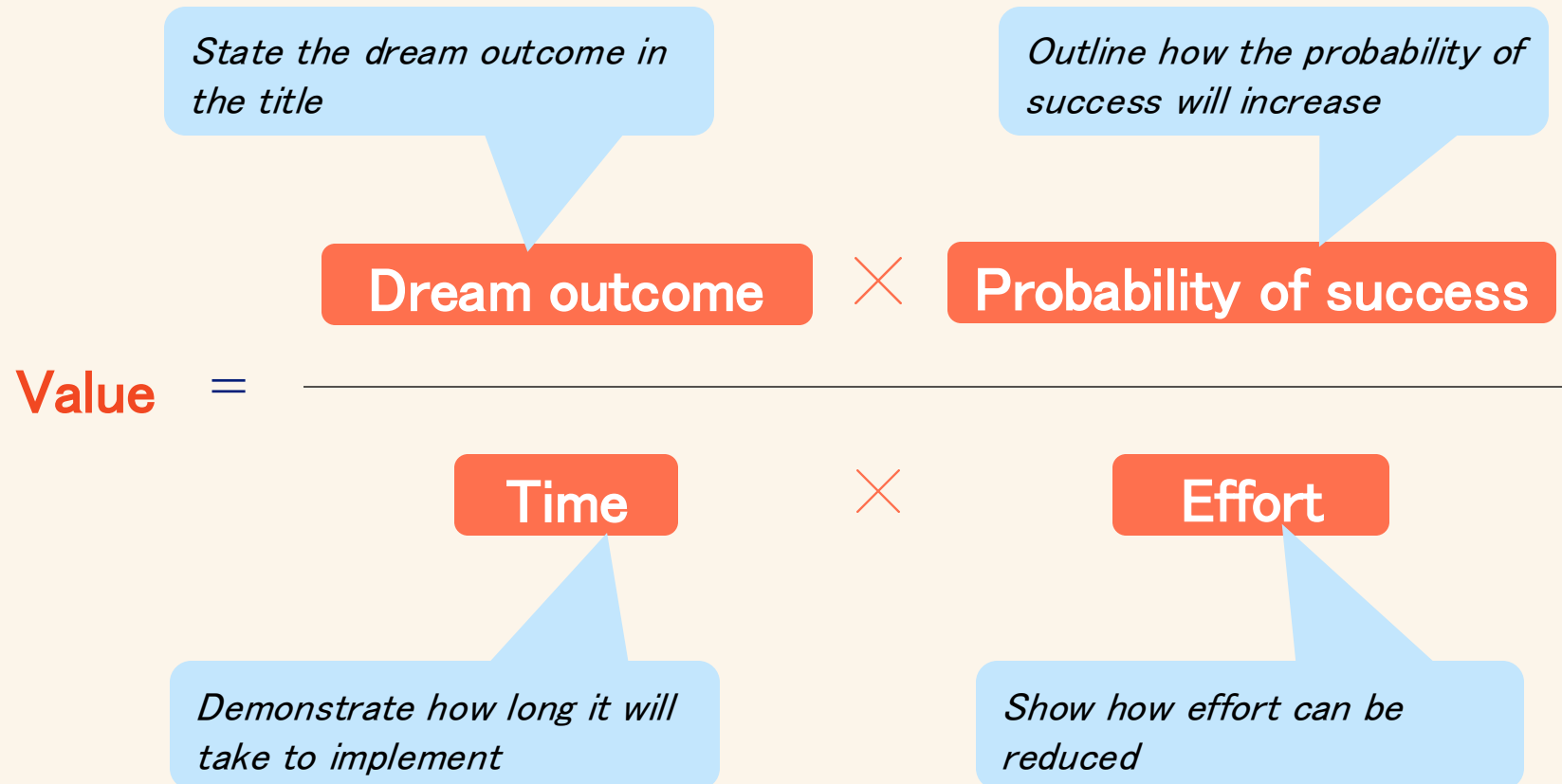
Achieve a six-pack using this method

How to improve the performance by 20%

How to hire and attract great talent

To be an oracle, focus on writing a title that maximizes the value equation

Source: Alex Hormozi



As an expert, you can, should, and will improve every one of these variables

Make that clear in your titles

Dream outcome:

- A 15% improvement in reliability.
- This helps the reader understand what's going on and communicates the reliability very directly.

Probability of success:

- Your challenge: Think of a title that captures the increased probability of success

5 steps to improve reliability by 15%

Time:

- This effectively tells you that five steps is the time commitment.
- If it were 37 steps, it might suggest that this post is a little bit shorter or longer.

Effort:

- Your challenge: Think of a title that captures the increased/decreased effort required

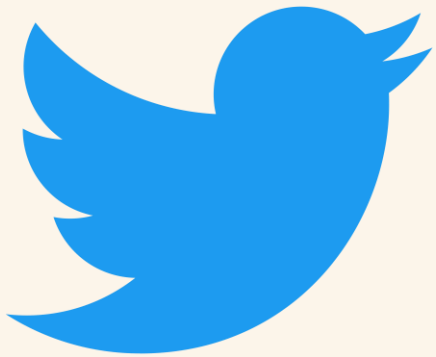
Just as another show of hands

How many people right now already have an existing technical blog?

How much time do you think about writing good titles?

It's very valuable to get better at writing strong titles.

Use this skill to promote your personal site blog posts on your all your platforms.



Twitter



LinkedIn



Newsletter

Your ability to write strong titles will help you craft compelling email subjects as you reach out to folks.

[@jxnico](#)

Figuring out short sentences that describe your offer will be helpful for **EVERYTHING** (esp. for warm and cold outbound).



Your blog posts and titles
are one thing...

As you build the writing
skills...

At some point, you're going to be able to look at someone and say:

I can improve your extraction evals reliably in about 6 weeks by incorporating my playbook, and your engineers won't have to do anything different except change up your weekly standups



Now on your calls, you are effectively describing the value equation

Dream outcome:

- Improve extraction evals

Probability of success

- *Reliably* improve

I can improve your extraction evals reliably in about 6 weeks by incorporating my playbook, and your engineers won't have to do anything different except change up your weekly standups

Time:

- 6 weeks

Effort:

- Only thing you need to change is your weekly stand up



The second thing you can figure out how to ask is:

Dream outcome:

- Improve extraction evals

Probability of success

- *Reliably* improve

I can improve your extraction evals reliably in about 6 weeks by incorporating my playbook, and your engineers won't have to do anything different except change up your weekly standups

What would that be worth to you?

Time:

- 6 weeks

Effort:

- Only thing you need to change is your weekly stand up



This only happens when you can effectively communicate all 4 of these elements

Source: Alex Hormozi

$$\text{Value} = \frac{\text{Dream outcome} \times \text{Probability of success}}{\text{Time} \times \text{Effort}}$$



Post your current titles in slack

Post how you improve them with this approach

There are two other important aspects valuable for both the title and writing a hook, either on Twitter, LinkedIn, Instagram or your blog:

C

Ensure the content you write generally has a Total Addressable Market (TAM)

D

Can you evoke an emotional response?
What is the behavioral tie?

C. Example titles with different TAM



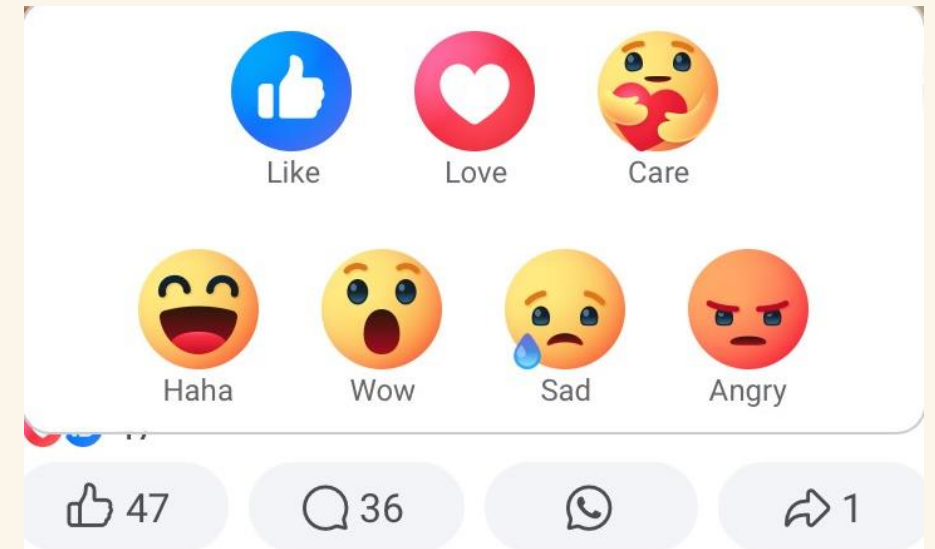
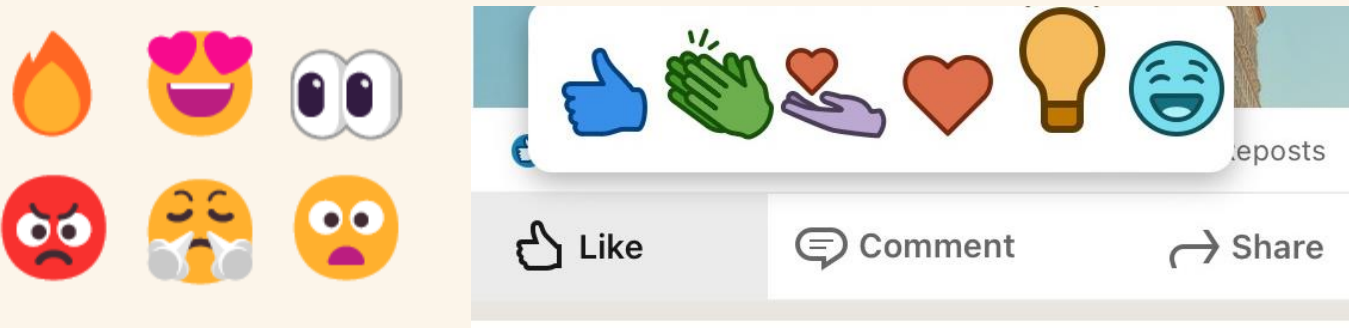
*Three Ways of
Building
Langchain Py*

*Three Ways of
Building Agents*

- Lower TAM
- There's more interest in Langchain as a whole than just Langchain Python

D. Imagine the kinds of reactions or replies someone might have

Exercise: For every new blog post or a tweet promoting the blog post, think about the emoji or reply someone might give



A

Focus on **outcomes** not just inputs

C

Ensure the content you write generally has a Total Addressable Market (TAM)

[@jxnico](#)

B

Demonstrate your **value** and ability to be an **oracle**

D

Can you evoke an emotional response?
What is the behavioral tie?

LearnIndieConsulting.com

A

Focus on **outcomes** not just inputs

B

Demonstrate **value** and an **oracle**

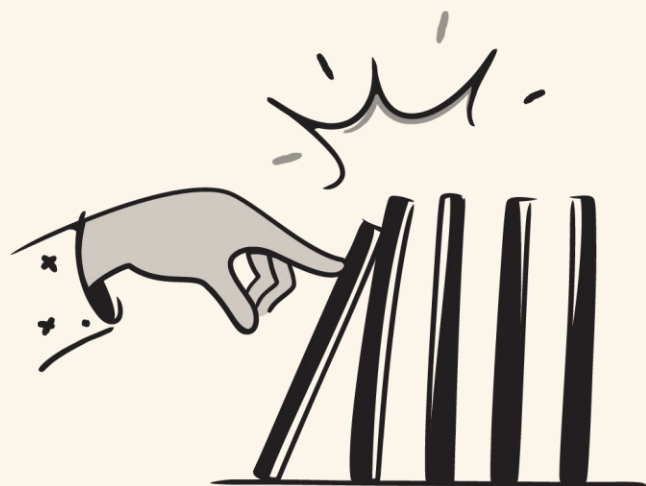
C

Does the content you write generally have a Total Addressable Market (TAM)

D

Can you evoke an emotional response?
What is the behavioral tie?

All of this contributes to creating a good title.



A good title can be the difference between 200 views and 60,000 views.



The job of a good title is to convince the audience that there's a **reward** in consuming the entire piece of content.

Agenda

Course introduction

Day 1 overview

Lead generation

Intermission: positioning & marketing

The fundamental questions that drive your free content strategy

Make sure your writing captures the Value Equation

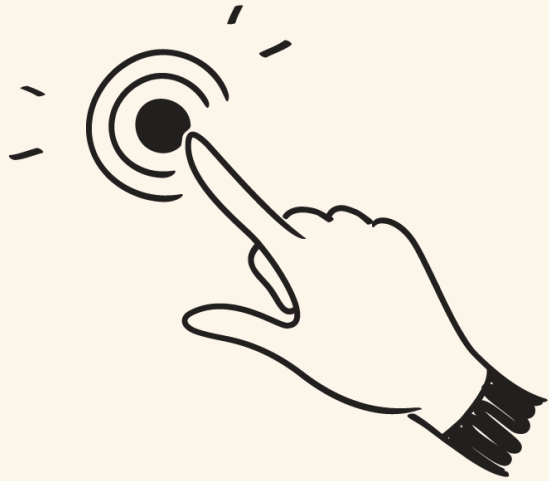
ABCD of good content

Titles, hooks, and rewards

Copywriting 101: AIDA

Deep dive: Implementation

Office hours



You always need a hook:

If you are doing X, Y, Z, you
should know A, B, and C

I changed 5 ChatGPT settings and instantly became more productive - here's how

Customizing your ChatGPT experience with these simple tips makes every future AI conversation so much more productive.

15 Common Chat GPT Limitations And How To Overcome Them

Uncover the best ways to deal with common ChatGPT limitations users can encounter. Turn the limitations of ChatGPT into strengths with our comprehensive guide!

15+ Rules For Crafting Effective GPT Chat Prompts

What 99% of people don't know about Chat GPT an AI

ChatGPT 4o with Canvas — SECRETS that 99% of People Don't Know

How to get the most out of ChatGPT-4o Canvas

5 tips to get the most out of ChatGPT from someone who uses it every day

Hands-on By [Ryan Morrison](#) last updated October 14, 2024

Become a power user

6 ways to write better ChatGPT prompts - and get the results you want faster

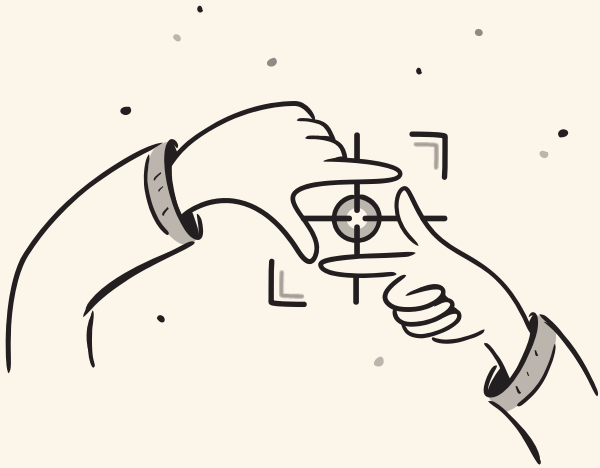
There's an art to making the most of AI. Optimizing your inputs can improve ChatGPT's outputs. Here's how.



Try to spoil the ending as quickly as possible.

This dramatically reduced my bounce rate

Spoil the ending



Bounce rates: when someone clicks into a post, reads the first paragraph, and decides to go back.

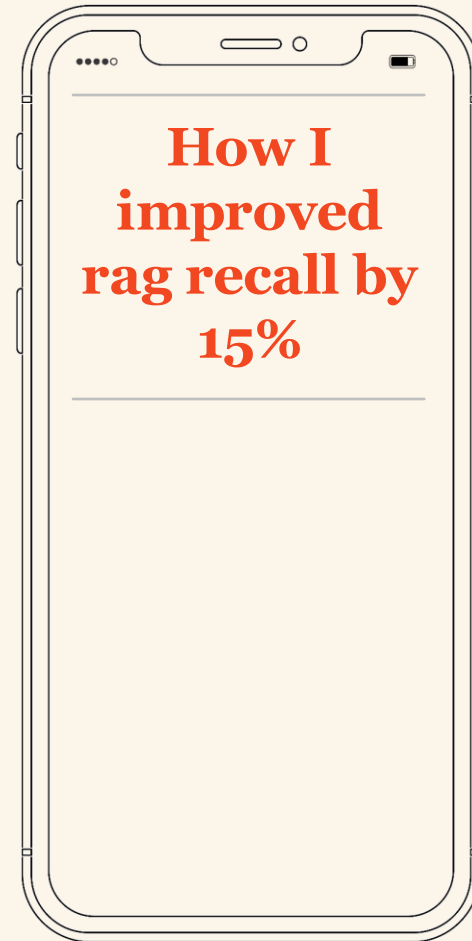
We're not in a "keep reading to find out what happens" world anymore.

The first paragraph should tell them what you did, what the result was, and what the conclusion was.



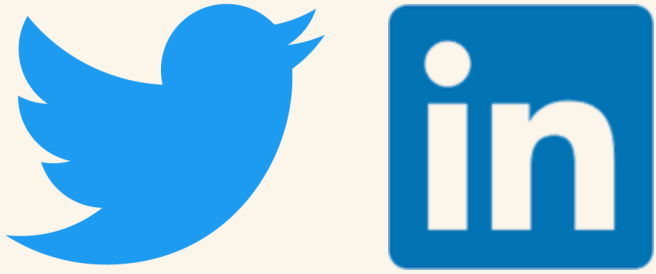
As they read, they'll get information and eventually be **rewarded with the result**. The result was foreshadowed, but you want to reward them

Sample titles



There always has to be some call to action.

In the Tweet, LinkedIn post promoting your blog...



Your Call to Action is...

- “Check out the blog post if you want to learn more.”

In your blog post...



Your Call to Action is...

- Follow your account
- Subscribe to a newsletter
- More interestingly, book a call

Agenda

Course introduction

Day 1 overview

Lead generation

Intermission: positioning & marketing

The fundamental questions that drive your free content strategy

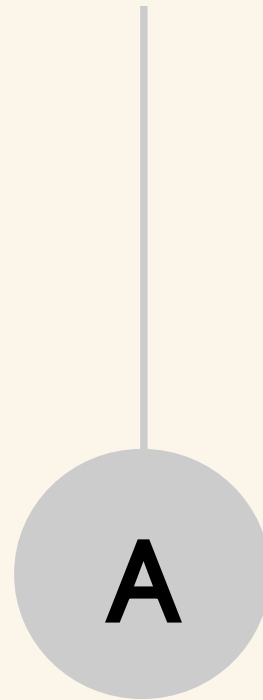
Make sure your writing captures the Value Equation

Copywriting 101: AIDA

Deep dive: Implementation

Office hours

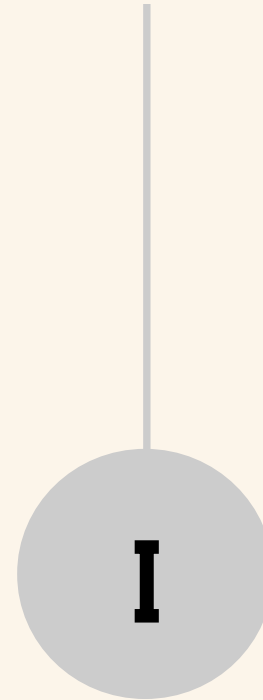
Set yourself up for a “Call to Action”



Attention

A great title captures attention:

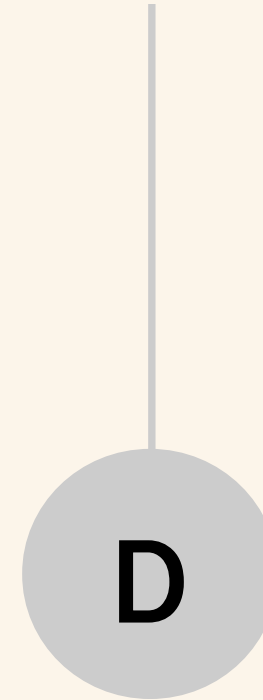
- A good title that captures the value equation.
- A good title that has a strong TAM with high intent.
- A good title where you can imagine what the reply should look like.



Information

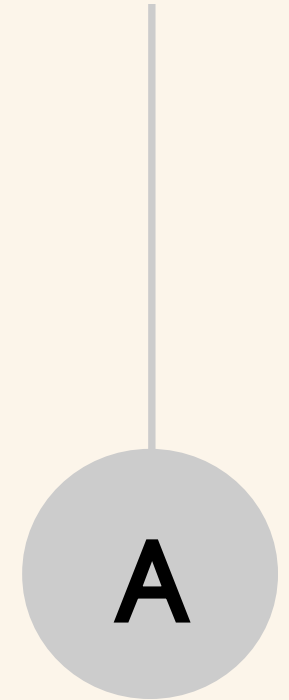
The reward and the information that you're going to present.

This shows people that you know what they're doing.



Desire

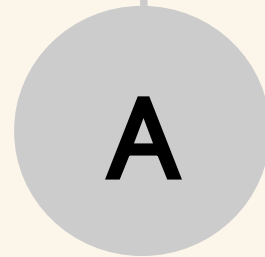
Create some desire in the content



Action

Don't forget a “call to action”

Set yourself up for a “Call to Action”

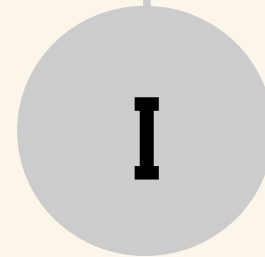


Attention

Does your title catch the attention of someone interested in your content?

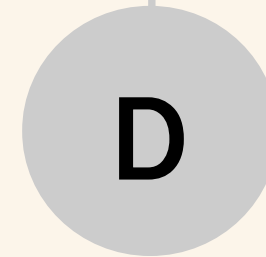
Does your title promise information upfront?

(Don't bury the lede!)



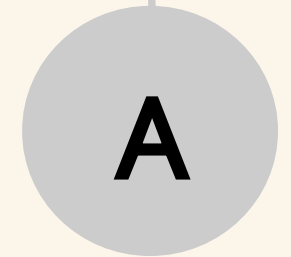
Information

Do you identify a problem that you know your reader faces and begin to outline a solution for?



Desire

If there's an action you want the reader to take, are you creating some notion of desire for them to take it?



Action

Do you outline a specific call to action?

If you think of this course, it could be the following:

- A** Catch your readers' attention
- I** Build their interest with information
- D** Plant a desire within them...by foreshadowing
- A** Define a concrete 'call to action'

[@jxnico](#)



How I went from \$8k/mo to \$100k/mo

[Information] Hi, I'm Jason. When a hand injury affected my ability to make a living, I had to adapt and pivot. Instead of implementing new tools and applications, I had to figure out how to leverage my expertise and get paid what I'm worth.

[Desire] Now, I've successfully scaled my business from hourly billing to value-based pricing, creating a lifestyle where I have free time and am rewarded for the knowledge I've built up over the years.

[Action] If you want to learn more about how I did it, check out the newsletter.

LearnIndieConsulting.com

I make tiny AIDA loops across the email sequence to bring people to the course

If you don't know what to write about in your blogs or emails:

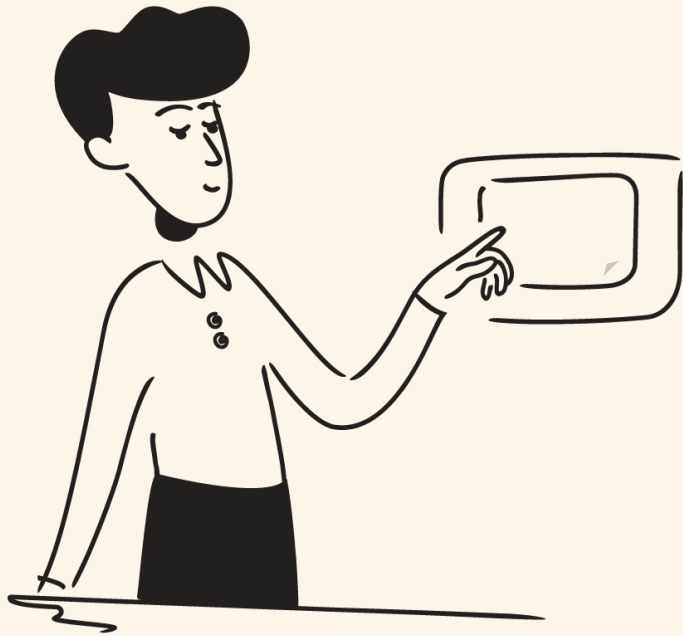
- **Write about mistakes** that could be avoided with better planning.
 - Describe these mistakes
 - Discuss how costly they were
 - Share what you learned.



During your call, have another AIDA loop



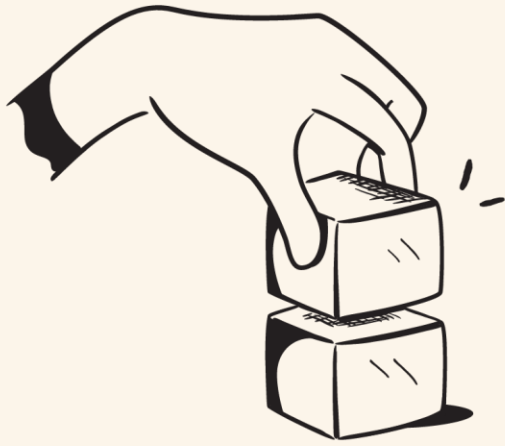
Oh you're going
through this or that?
You might want to
read my x,y,z post



**It's not scary to give
away your alpha.**



You have to give away the alpha for free and **sell the implementation.**



Just because people have information doesn't mean they will act on it

For example, **how many of you** will write a blog post?

(I hope you will act on it.)

Imagine ending the call with like this:



I know that was a lot of information, and I've already shared a couple of blog posts with you, so feel free to read those.

I understand you might not be ready yet, but I'm available for longer-term consulting engagements.

If you're interested, I can send you a follow-up email with more information, or we can book a call for the same time next week



The sales process is going to be slow

It's ideal to upsell quickly in your cycle.

- But you're going to notice patterns, if you keep doing these calls. You'll uncover:
 - The pains people are experiencing
 - Which AIDA loops and titles convert



Spin up the content flywheel



Everything you say for free should be marketing.

This content should attracts leads



**Content is the sawdust of
expertise-based consulting**

<https://mattdowney.com/blogs/posts/sell-your-sawdust-create-digital-products>

The term “selling your sawdust” comes from the lumber industry

The lumber industry started selling their waste to other companies for a hefty profit:

- Sawdust
- Chips
- Shredded wood



You can find byproduct of their milling process

- Concrete
- Particle board
- Synthetic fireplace logs
- Pet bedding
- Mulch



The term “selling your sawdust” comes from the lumber industry

The lumber industry started selling their waste to other companies for a hefty profit:

- Sawdust
- Chips
- Shredded wood



You can find byproduct of their milling process

- Concrete
- Particle board
- Synthetic fireplace logs
- Pet bedding
- Mulch



Do you notice any “waste” in your work?

Are there byproducts of your work that might be valuable to potential or existing clients?

Agenda

Course introduction

Day 1 overview

Lead generation

Intermission: positioning & marketing

The fundamental questions that drive your free content strategy

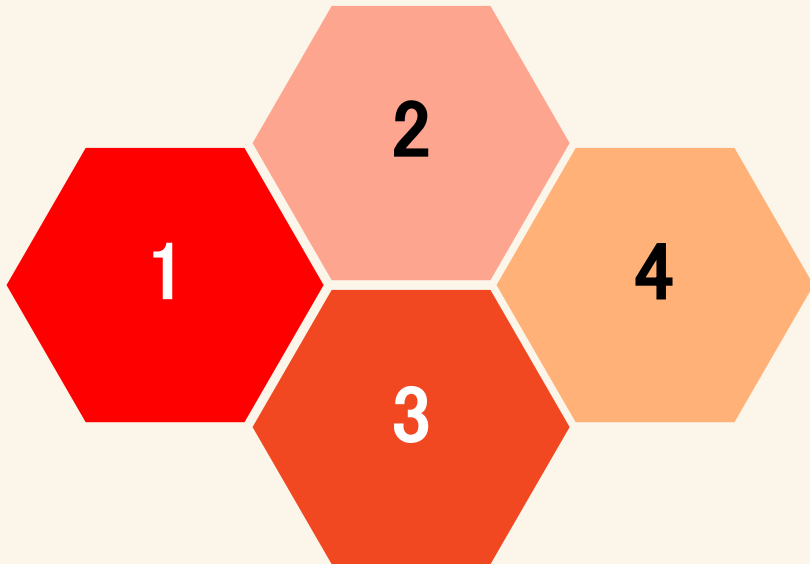
Make sure your writing captures the Value Equation

Copywriting 101: AIDA

Deep dive: Implementation

Office hours

Implementation deep dive



- 1** Set up [Cal.com](#) and setup a link to book calls. When you're ready you can add a Stripe integration to call
- 2** Set up a Claude project and get familiar with the tooling. Almost every expert call can be recycled into a blog post.
- 3** Set up Circleback to collect transcripts
- 4** A blog page using something like mkdocs material, with a landing page for your services.

It will be slow at the beginning

- I answered lots of questions
- I was figuring out the pattern

Jan 2023



- I was taking many 4–5 free calls every week
- I was writing two blog posts a week

March 2023



- Two of those blog posts became extremely popular and made it to the front page of Hacker News
- Customers started coming in, and sales and pricing became the next problem for me to tackle.

You have to reflect on if your reader or target is the qualified buyer

ICs

Large TAM

Lower buying power

The more power someone has the more we go from...

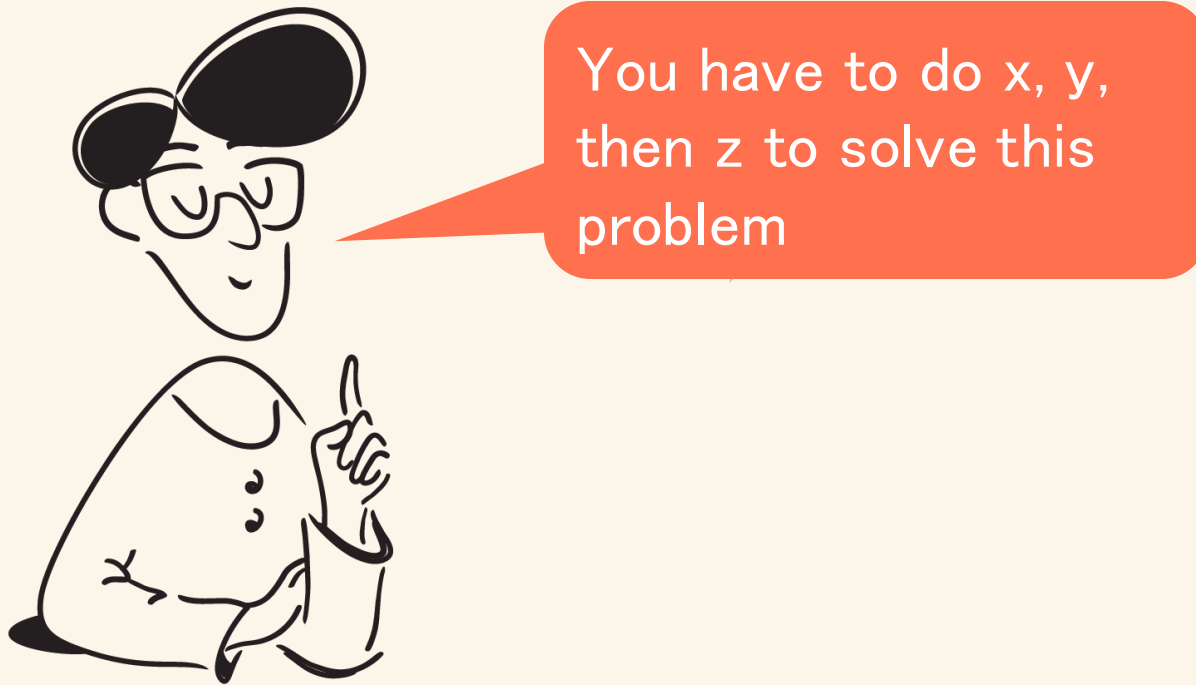
Cost → Budget → Funding → Investment → ROI

Leaders

Smaller TAM

Higher buying power

Level 1: During the call, one powerful strategy is the emotional impact of answering someone's questions really well.



Level 2: However, if you choose to answer the question partially and then send them a blog post you wrote 2–3 months ago, it leaves a much larger impression.



Oh wow, you've written about problems I'm experiencing now, and that's how I found you.

You're also writing about issues I can tell will arise in the future, and you showed me a blog post about problems I hadn't even foreseen yet.

That's incredible.

I can't believe you wrote those articles three months ago.

I can't imagine what you know now

Use this same approach strategic consulting as for agencies

- You can write about the problems you encountered while building software.
- Create blog posts about the bugs and issues people face when building tools.
- Share how you scaled the tools and conduct experiments and case studies on your creations.

Use this same approach strategic consulting as for agencies

- You can write about the problems you encountered while building software.
- Create blog posts about the bugs and issues people face when building tools.
- Share how you scaled the tools and conduct experiments and case studies on your creations.



I know what we said was a lot, and you're thinking about build vs. buy decisions, but we've already done this a couple of times. Here are some case studies.

If we go back to the marketing plan, questions like capturing leads, nurturing leads, and your conversion strategy arise.

1st article read by potential client



- Captures and nurtures leads
- Email old clients or prospects who did not convert, continually adding value to them.

2nd article read by potential client



- Send the new blogs which answer someone else's question out to existing clients
- If they're interested, you can use those conversations and entry points to potentially create a conversion.

Building newsletters for my RAG course and this Consulting course



I have:

1. A newsletter that upsells this Consulting course
2. My blog upsells the RAG course
3. A newsletter that upsells the RAG course
4. The RAG course upsells my consulting work

The RAG course is another way of getting proof. I might never get OpenAI as a client, but I can use the fact that I got OpenAI as a student to dramatically increase the proof that I have.

Agenda

Course introduction

Day 1 overview

Lead generation

Intermission: positioning & marketing

The fundamental questions that drive your free content strategy

Make sure your writing captures the Value Equation

Copywriting 101: AIDA

Deep dive: Implementation

Office hours